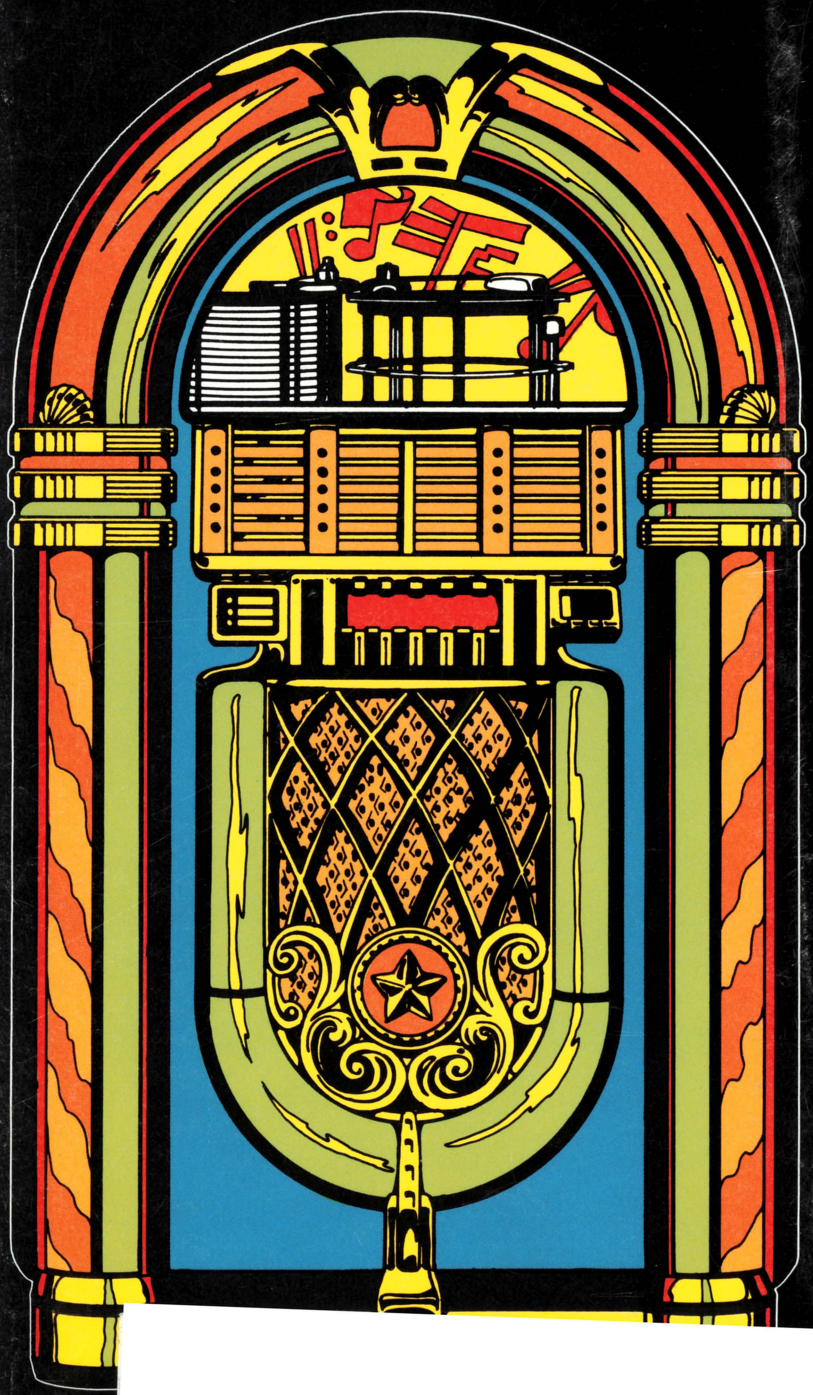
AMUSEMENT & MUSIC OPERATORS ASSOCIATION
AMOA

THE LOCATION

May 1984



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Bally MIDWAY T.M.

MARKET

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Designed from the start as a street location video game, TAPPER is bringing beer-pouring, mug-sliding fun to thousands of locations across the country. TAPPER's brass bar rail and mug holders, mini beer taps and "stained glass" header are the setting for great game play. Four unique screens, bonus racks, cartoons and even dance-hall girls attract players and repeat plays. Give your street location a real street location game—TAPPER.

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THE LOCATION

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Staff Writer

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Advertising Director

Marie E. Dowling
Production Coordinator

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COMMENT:
Today's Challenges
Can Be Overcome

By
Richard Hawkins
D & R/Star, Inc.
Rochester, Minnesota

"Editor's Note"—As a matter of policy, the LOCATION will, as appropriate, provide a timely forum for industry issues and opinions from the operators' point of view.

For those of us that have been in the coin-operated amusement industry for a few years, we are encountering challenges that can make or break us. These new problems didn't start in 1984. This industry changed dramatically four or five years ago when the video craze began. That new line of equipment affected each and every one of us in the coin-operated business.

When the video boom came along, we were all forced to meet the competition and to recognize the demands placed upon us by our customers in supplying them with the latest in T.V. games. This meant spending large sums of money for new equipment, expanding our routes, hiring more people, and possibly even purchasing additional vehicles. New competition was coming in. Everyone was going to get rich quick on the video equipment. Much of this new competition has now fallen by the wayside. Those of us that have survived have done so because we had a broad base of machines in our organization. We still have our problems, but some of those problems can be overcome in a number of different ways.

It is obvious to all of us that the videogames are not producing the revenue they were in 1980. The operator that maintains other lines of equipment, such as vending machines, pool tables, pinballs, and music, to rely on for the dollars needed to operate his business has not suffered as much as the operator who gambled everything on video revenue alone. No one in this business today, however, has a problem-free operation. The challenge ahead of us all is to make our business stronger and more efficient on a daily basis.

It's time for the operator to take a long hard look at each aspect of his business. How can he make his operation more efficient and get back to an overhead level of 1980? That's about where your dollars and cents are coming in at today.

One area that should be examined carefully is the quantity and quality of our employees. Take a look at each employee and the job that employee does and ask yourself if that person's job is being performed in the most efficient manner.

Route Collectors + New Ideas = Profit

Let's look first at the route collector. How can we get more work in his daily activities? In most cases, our collector is paid an hourly wage. Would it be more profitable to have him out there on a commission basis? Would he become more efficient if he were "running his own route" and receiving a percentage of what he is bringing into the office every day? Would he organize his route better and have better communication with the customer? I believe he would. We have worked with this commission idea in our own operation and have found it to be very successful. Our collector is bringing more money into the office because he is now taking the time to analyze the equipment that is on location. He talks to the customer and discusses the earnings on the equipment and suggests updating or changing equipment in such a way that will benefit both the operator and the customer. That collector now has more interest in the amount of money in that cash box, and he is going to do everything he can to see that more quarters are collected so that he can see his effort reflected in his paycheck. An added benefit of this program has been better communication between the collector and management. The collector wants to see revenue increased on his route and he, therefore, will make the operator very aware of any ideas he might have for the locations. We have also found that the collector will cover more ground per day than when he was on an hourly wage basis. Before we began this program, he earned the same pay week after week, and it didn't matter to him as much if each location was collected on schedule. When his eight hours were up, it was time to go home. Now we find that often times he is out there 10 or 11 hours a day so he can collect as many locations as possible. This change has made the route collector more efficient in his daily work and has made money for the company.

Counting + New Ideas = Saved Time

How do you count the money when you are in a location? Many people in the coin machine business still count the quarters and roll them by hand. Some people use electric wrappers or manual wrappers, which

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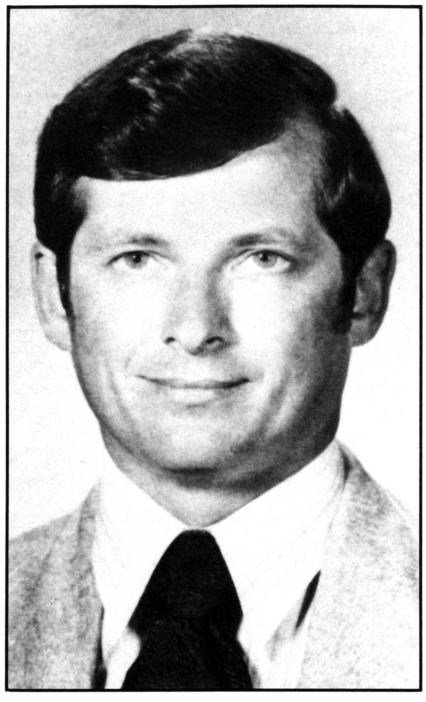
AMOA ON THE MOVE

COMMENT:

(Continued from page 5)

speeds the work up to some extent. A little over a year ago, our operation started using scales. We no longer count or wrap the money. We simply weigh the money, bag it, and give the customer three options: (1) We write them our check for their share of the revenue; (2) We will accept their check for our share of the revenue; or (3) We will give them their share of the revenue in coins. We realize that time is money, and we are all trying hard to be able to maintain the commission structure we set over the years with the customer. Our scales have been one of the greatest time and money-saving devices that we have done for our company in a very long time. The time savings earned by using the scales allows the collector to spend less time in a location, which means he can cover more locations per day, which generates extra money brought into the office and put in the bank each day.

As you are examining each employee's part in your company, perhaps you want to ask yourself if two or more people are doing the job that one person could do. In our own operation, at one time we had four people and four vans servicing our cigarette route. Today, because of the efforts of one ambitious employee, we have one person and one van collecting the same route. Again, by putting this person on a commission basis rather than an hourly wage, we cut down on our overhead costs without sacrificing service to our accounts.



Richard Hawkins

Vehicles + New Ideas = Lower Costs

Another area of your business that you should look at closely is the types of vehicles you are using in your operation. A few years ago, our company used vans and full-scale pickups for all our equipment moves, service calls, and collections. Today we use small economy cars for all our service needs. They do the job just as efficiently, plus they will average 25–30 miles to the gallon. Due to the size of our company, we have gone from moving equipment in a pickup to using larger one-ton trucks. During the past month, we have purchased diesel trucks for our machine moves. This has increased our gas mileage from approximately 4 miles to the gallon on the one-ton trucks to an average of 10–12 miles per gallon with the diesels. The gas savings alone over the next two years will pay for these trucks. As we are all aware, the monthly gas purchases for anyone in this business constitute a large part of the overhead. We have vehicles on the road 14–16 hours a day seven days a week. By going to the smaller service cars and diesel trucks, we have managed to cut our fuel costs in half.

Equipment + New Ideas = A League

Let's take a look at the equipment we have in our business. How can we generate more revenue on the equipment we presently own? A few years ago when videos were introduced, most of us pulled our pinballs off the street and put them in the warehouse or sold them. We replaced them with the new videos. Now the public is asking again for the pinballs, and as a result they're back out there earning money. They may not generate the kind of dollars we were seeing from the early days of the T.V. games, but they make good money and that money is consistent. Pinballs require more maintenance, but that is the reason we're in business—repairing the games and servicing the needs of our customers. The videos we see today do not have the earning power they once had. However, they still can make money for us. Our local distributors and manufacturers are coming out with software packages to update the videos. For a fraction of the cost of buying a new game we can put new software into that video that still has

(Continued on page 9)

"Nobody gets on my team unless he's made it to Monaco."

Ralt RT4 courtesy of John C. Della Penna, Pacific Motor Sports.

"TX-1 is a multiple course layout that really sizzles with the sights and sounds of 8 international Gran Prix speedways. For example, a simple turn to the right instead of the left at one of the checkpoints can put you on Spain's track instead of Monaco's. That's precision driving!

The racing challenges are so much like the real thing. I can qualify my whole team without smashing my cars!

And the wraparound action of the 3 screens and realistic steering feedback really puts 'em in the race.

Right guys? Right!"

TX-1 is *the* Big Game of 1984. . . born to perform big in your locations. Test drive it at your Atari Distributor today. Or for referral, contact us at Atari, Inc., 790 Sycamore Drive, Milpitas, CA 95035.

TX-1* FROM ATARI

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AFTER YEAR

AFTER YEAR

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Everyone wins with English Mark Darts — the proven profit maker! It's a skill game that the player loves, with self-scoring, LED display and a choice of eight games, from easy to difficult, for twenty-five or fifty cents per play. Operators will appreciate the long-term, steady earnings and maintenance-free operation, while the location owner gets a safe game with plastic-tip darts which encourages group play and brings in the crowds. Whether in an established location or opening new territory, English Mark Darts is a time-proven winner!

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COMMENT:

(Continued from page 6)

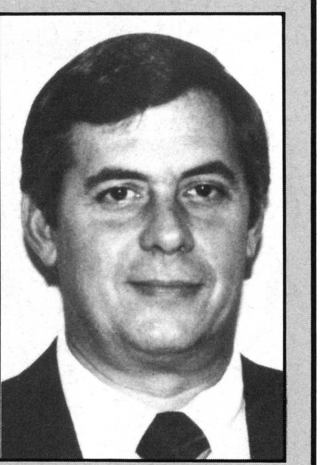
a good monitor and a good cabinet and it will start earning money for us again. We also found that the public is interested in playing these newer games. Here is a low-cost way of utilizing older equipment and yet meeting the public's desire to be entertained.

Eight years ago our company took the idea of league bowling and used it on our pool tables. The pool leagues have been one of the most beneficial income-producing sources that we have been able to provide for ourselves and for our customers in the entire history of our business. The league concept is nothing new. We see it used in many different kinds of sports. Bringing teams of five players each into the taverns once or twice a week means extra revenue for us and for our customers. The leagues have also helped us keep our pool tables in our locations. In some areas of the country, dart leagues have been doing extremely well and are getting a lot of attention not only from other operators but also the tavern owners and their customers. This is another form of entertainment that we can provide. The organization and maintenance of leagues take time and effort on our part. However, this program will pay great dividends. I encourage each and every operator throughout the United States to take a good look at what leagues can do for the business.

The coin-operated music and games industry is a good business. Now is the time to become aggressive and get our thinking back to a positive attitude. If we can remain positive through the hard times, our employees and our customers will be positive and happier. This is sometimes difficult to do, but it has to start with us. If we can do this, we're going to succeed in this business and our industry will be here for many years to come.■

Industry Profile

Kem Thom/Director (1983–86)



Reelected as a Director last fall, Mr. Thom, President of Western Automatic Music, Inc., Chicago, is no new-comer to the industry or AMOA.

'Kem' began his career while attending high school, when he worked for Western Automatic part-time. After graduation from high school, Kem served two years in the Navy, then returned to work full time with Western Automatic.

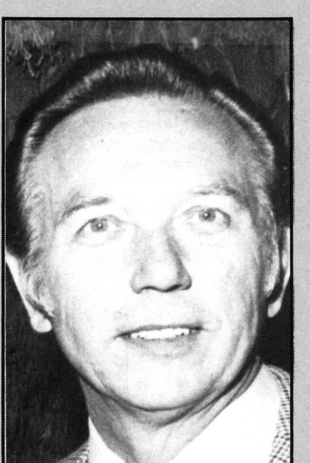
In 1979, Kem, along with his brother-in-law, bought the company and have been in business since, operating jukeboxes, pool tables, bowlers, videogames, pinball and cigarette machines within the Chicago City limits.

During his term as Director, Kem hopes to work toward presenting a respected and proud image of the industry through city, state and national associations and public relations.

Always active in promoting industry goodwill, Kem has served a previous term as Director, while sitting on the Awards, Membership and Banquet Committees for AMOA. Locally, Kem is Past President of the Illinois Coin Machine Operators Association and the Associated Buyers Club. Mr. Thom is also a member of the National Amusement Merchandising Association (NAMA).

Kem and his wife Sue, have four children—James, William, Michael and Robert. Kem looks forward to the time his sons carry on the family business.■

In Memoriam



Paul Corusy

Paul Corusy, legal consultant to AMOA, died March 26, 1984 from a long illness. He was 58.

Mr. Corusy worked for AMOA during the past year preparing summaries on court cases of interest to members, while also assisting state association lobbyists and members in legislative matters.

Mr. Corusy was a former Executive of the International Association of Assessing Officers. His work was of great service to operators and the industry.

As a member of the AMOA staff, Mr. Corusy was a kind and dedicated man, always working for the betterment of AMOA and the industry. He will be greatly missed.

THE JUKEBOX

Looking Back On A Piece Of Americana—

Where It Began Where It's Going

The early years—Part I

In 1877, inside a converted barn in Menlo Park, New Jersey, amidst a cluttered environment used as a research laboratory, a 30 year-old former newsboy and telegraph clerk named Thomas Alva Edison, was experimenting. In an attempt to invent a new type of telegraph machine, Edison stumbled upon sound recording. Excited by his discovery, Edison put aside all other work to develop his new invention.

Through four months of trial and error, the first working device was built. It was the very crudest combination of wheel, screws, stylus, trumpet and diaphragm, and, it was completely mechanical. It was able to record by impressing sound wave modulations onto sheets of tin foil. It didn't use any electricity in either its recording or playback functions and it had no speakers. The sound the machine reproduced was acoustic and heard through a listening tube.

Edison sat down in front of his device and uttered the historic words "Mary had a little lamb". He reset the stylus, adjusted the machine and again rotated the crank. Sure enough, the rhyme echoed back. The sound however, was not very clear, since it came from a metallic point being dragged over tin foil, but nonetheless, Edison was delighted.

Later that year, Edison walked into the offices of **Scientific American** in New York and proceeded to demonstrate his invention to a group of journalists. The machine introduced itself, asked about their health and bade them good-night. Even though it was a short speech, it achieved its purpose. The crowd in the office

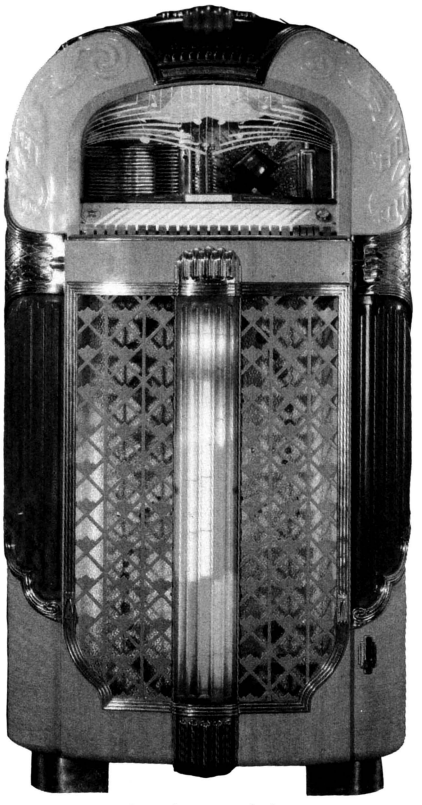
became so big, the editor called a halt to the demonstration, for fear the floor might collapse.

The news of Edison's latest invention spread like wildfire throughout the world and the public became excited and curious. In January of 1878, before moving on to invent the light bulb, Edison sold the rights to manufacture his tin foil phonograph for $10,000 plus a 20 per cent royalty. Edison kept a distant interest in his machine, since he had hoped his recording device would be used as a business machine.

Five hundred phonographs were manufactured and distributed throughout the U.S. As a novelty, not a business machine, the talking machine was a hit. It reproduced voices in English, Dutch, German, French, Spanish and Hebrew. It played back barking dogs, crowing birds and even coughed and sneezed, sounding so believable that doctors thought the machine had actually caught a cold.

The excitement and curiosity aroused by these machines kept the public amused for nearly six months, then quite suddenly, the public drifted away, having had enough of the novelty of the talking machine. After all, the machine was no more than a parrot, able to imitate a very limited repertoire of words. During this time, the talking machine was not suitable for music. A song was out of the question, it was almost impossible to record, and could be played only a few times before it was worn away, and the product in any event, would be of very poor quality.

For eight years, Edison's creation, initially so astounding, lay dormant.



Rock-Ola Model 1428

It wasn't until 1883, when two scientists, Chichester A. Bell and Charles Sumner Tainter, had started their own experiments on the talking machine and succeeded in substantially improving its sound quality with two innovations. They replaced the tin foil with a cardboard cylinder coated in wax and they allowed the stylus to float over the grooves, being held to the cylinder by gravity alone. In June of 1885, the two scientists applied for patents on their own revised version of Edison's talking machine, and called it the "Graphophone". They raised some money and two years later the American Graphophone Company was established with the intentions of manufacturing and distributing dictation machines to the business world.

Hearing of the news of the new Graphophone Company, Edison was displeased. It after all, was his intention to manufacture his phonograph for the business world. He decided he would have to improve his phonograph and began to devote much of his time to his own company, The Edison Speaking Phonograph Company, in pursuit of producing a better talking machine than the graphophone.

By 1888, advancements in the improvement of the talking machine were moving forward, but still a long way from being back in business. The patent war was on between the two companies and neither had the slightest idea how to market their products. But Jesse Lippincott, a Pittsburgh glass magnate who saw a future in talking machines, came to the aid of the two companies. Lippincott was successful in temporarily unifying the two companies in the interest of science and profit. He entered the companies into an agreement, whereby the Phonograph and Graphophone were allowed to continue separately with their research and production, while he maintained sole distribution rights to both products.

Lippincott, having formed the North American Phonograph Company, divided the U.S. into 33 territories, allocating distributorships to designated businessmen. The local companies would rent the talking machines to business establishments within their territories for $40 per year. From then on, maintenance responsibilities would be theirs, while the parent company would supply the blank cylinders. The rental would be split fifty-fifty.

In selling the machines to businesses, the distributors elaborated on the virtues of this excellent labor-saving device. With the machine, the employer could dictate rapidly into the machine, then later the secretary could play the material back as she

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JUKEBOX

(Continued from page 11)

wrote the letters. In addition, the boss could make confidential notes on the cylinder and even keep minutes of board meetings.

However, the "dictaphone" did require skill to operate. The crank had to be rotated at a constant speed, and the person speaking into the machine had to speak with particular clarity and loudness. Even if done well, the reproduction was so bad, that work became quite unpleasant for the secretary. To add to the frustration, the machines often broke down and required special attention.

The uniqueness of the machine and the excitement of being in the center of technology, pulled the men of the local companies through some difficult months. Machine sales were drastically down, and those that were purchased were soon returned because of its lack of performance and costly maintenance. The North American Phonograph Company was in financial trouble. To make matters worse, Jesse Lippincott suffered a stroke from which he was never to recover—but some extremely important developments were taking place elsewhere.

A poll had been taken at the second Annual Convention of the National Phonograph Association, and it had been discovered that no less than one-third of all operational phonographs and graphophones were being used for entertainment, not business. During the 1880's the entertainment phonograph had not disappeared completely. In the hands of independent showmen, the little machines had continued to chatter out farmyard noises and jokes. Now, in the late 1880's and early 1890's, and with the improvements in the quality and performance of the machines, a whole new area of sound entertainment emerged

Packard Pla-Mor

before them.

Apparently Edison had not realized the desires of the American public. There was no legitimate means for the showmen to obtain the new phonographs from the manufacturers since the local companies had exclusive sales rights in their territories. However as many of the North American Phonograph companies went under, the showmen managed to buy out much of the merchandise.

In 1889, an Edison machine was fitted with a coin slot by Louis Glass, and installed at the Palais Royale Saloon in San Francisco, in November, as the official first coin-operated phonograph. The phonograph Glass installed had four listening tubes; each was to be put in the ear of a single listener and each required a nickel for music that played for about two minutes. This prelude to the jukebox as we know it today, didn't have the cultural impact its descendents came to have, because it could not be heard by a large group of listeners at one time. But it did however, become a thriving industry as an amusement device.

In the meantime, in New York, Felix Gottschalk of the Metropolitan Phonograph Company was also discovering the joy of music. He had realized the profits in coin operations, but decided instead to specialize in manufacturing the components for the new amusement machine. In 1890, the Automatic Phonograph Exhibition Company of New York was established with a capital of one million dollars. Gottschalk made a deal with North American in an attempt to help the ailing company, and it was agreed that Gottschalk would supply the components to the local companies on a leasing arrangement. With the phonograph moving forward with full force, the Columbia Phonograph Company was established and became phonograph recording specialists that same year, producing the first commercial records.

One territory company, the Louisiana Phonograph Company, reported that one of its machines in a Missouri location had taken in $1000 in just two months. The company was operating fifty phonographs which they serviced twice daily, changing the record each time. Just ten years previously, the public paid to see and hear the phonograph, now they came to listen critically to it. If the machine itself was no longer a novelty, each new recording was.

Events in the following four years moved rapidly. A national network of established phonograph enterprises with several thousand machines, transformed the coin-operated phonograph into a minor industry. The public was responding with excitement to the entertaining new devices.

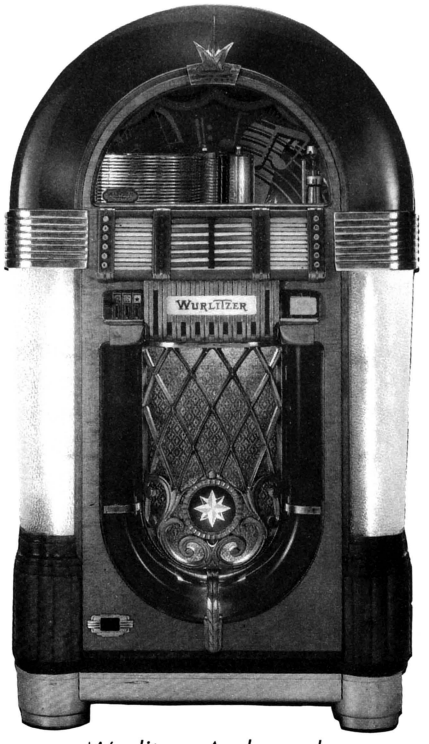
Unfortunately things began to get very complex. The corporation that Jesse Lippincott had designed for the business machine was not suitable for the nickel-in-the-slot phonographs. The local companies had been asking a rental fee of $40 per year on a

piece of equipment that could earn up to $4000 in the same year. The Automatic Exhibition Company of New York was expecting 50 percent of this income for the supply of equipment which cost no more than $150. Operators across the country began to rebel, refusing to hand over any of their profits unless they **had** to. In addition, operators were being asked to purchase their music cylinders exclusively from North American. Bootlegging records and territory piracy became commonplace and neither the Automatic Exhibition Company, the local companies, nor North American had any way of controlling the activities of the operators. The death of Jesse Lippincott in 1893, deprived the industry of the one man who might have sorted out the whole mess. By 1894, the industry was in a state of chaos.

Earlier, Edison didn't like his phonograph being used for entertainment purposes and in 1891, he still hadn't changed his mind. He felt those in the industry who relied only on profits from the coin machines would find too late, that they had made a fatal mistake. But Edison was a realist. He had begun making his own music cylinders at his factory and was upset that his invention was not sending any profits his way. So, his East Coast phonograph company became alienated to the whole concept of coin-operation and concluded that if they couldn't join it, they would beat it.

In 1894, Edison put North American into liquidation. It was a controversial issue for the time, and would end up involving him in 16 years of litigation with the angered local companies, but he felt it was the only way to wipe the slate clean.

The problem became a way to capitalize on the huge interest being shown in recorded music. The solution was a phonograph so inexpensive and so reliable, that people



Wurlitzer Ambassador

would buy it for their homes. In 1893, Edison is reported to have said, "I will yet live to see the day that phonographs will be about as common in homes as organs are today."

In the meantime, Graphophone, Edison's rival, had joined forces with the Columbia outfit under the management of Edward D. Easton and they too, had come to the same conclusion as Edison.

The coin-operated phonograph soon became a familiar sight in the U.S. and the public was acquiring a taste for recorded music. Their favorite tunes were by John Phillip Sousa's Marching Band. In 1891, he had been signed up by Columbia and in their yearly catalog, 27 of his marches were listed. Second in popularity was John Y. At Lee, the famous whistler. Mr. At Lee spent his days as a clerk for the government and at night made recordings for Columbia for which he whistled and sang various tunes. At Lee, along with Sousa's Marching Band, became popular chart busters. Comedy was also very popular on the phonographs and two Irish characters succeeded in entertaining the public during the mid 1890's. Russel Hunting created a character called 'Casey' and recorded a series that included 'Casey as a Judge', 'The Dying Soldier' and the 'Steamboat', while Dan Kelly, who had signed with the Ohio Phonograph Company, created 'Pat Brady', 'Pat Brady's Plea in his Own Defense', 'Pat Brady Before an Election' and 'Pat Brady at the World's Fair in Chicago'. By 1894, Columbia was shipping three to five hundred cylinders daily, mostly by mail order.

Because of their irreconcilable patent positions, Phonograph and Graphophone were the only manufacturers of talking machines and they continued to manufacture their equipment for coin-operators well into the 1900's. By the turn of the century, the price of an automatic phonograph complete with batteries, ear tubes, blanks and other accessories was $190.

In 1897, phonograph parlors were at their peak of popularity. Most cities in the U.S. and Europe had at least one and the famous one could be found in Paris, where the customer had a choice of 1500 cylinders to choose their music from. It was called Le Salon du Phonographie. The parlors became a type of record library; in order to hear the music, one had to sit down and press an earphone to the ear, drop in a nickel and listen to the song. When it was over, if you had no more nickels, you got up and left. But the automatic phonograph still could not graduate into the restaurants and taverns, at least not until it was equipped with speakers. Even if the phonograph was equipped with a speaker, the problem became selectivity. A satisfactory multi-selection phonograph was not produced until after the turn of the century.

The "Multiphone" was one example of a multi-selection phonograph.

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JUKEBOX

(Continued from page 13)

It was not very pretty in appearance, with a mahogany cabinet and a huge overhead horn that acted as the speaker hidden behind a metal grill. The customer would revolve the wheel on which the cylinders were mounted, by means of a crank on the outside cabinet to choose the desired tune. He then had to wind the motor to the Edison phonograph and still, after all that work, he had to deposit his nickel to hear the selected song. The company went bankrupt in 1908.

The 'Concertophone' by the Skelly Manufacturing Company was not successful either. It also demanded a lot of work from the customer—this time having to maneuver a sliding bar. This Concertophone however, did feature a new innovation in the Higham Friction Amplifier, that managed to increase the volume. But this was still not enough. The company also went bankrupt in 1904, one year after manufacturing the Concertophone.

After several years, the popularity of the phonograph parlors wore off. By the first years of the new century, they were becoming like gumball machines, slots and "grifters"—known as "penny arcades." The parlors stopped attracting the better classes of customers and fell into disrepute. Briefly, the player piano replaced the phonograph parlor as the central attraction in the music world and nearly put the ailing phonograph industry out of business.

In 1906, John Gabel presented the industry with the most important new coin-operated music machine to that time. The Gabel Automatic Entertainer was the first machine to offer more than one selection, and was among the first to use ten-inch disks instead of wax and cardboard cylinders. Its record changing mechanism could be viewed through the three glass sides at the top of its oak cabinet and its sophisticated coin slot could distinguish slugs from real money. It also had a forty inch horn to amplify its sound enough for those nearby to hear its music without a listening tube. The Entertainer was so innovative, that it is considered to be the true forerunner of the modern jukebox. This machine and those like it, would dominate the coin-op phonograph industry for the next 20 years.

In 1908, Gabel stopped manufacturing the Entertainer. Attempts to produce automatic phonographs suitable for tavern and restaurant locations were failing because in this era of acoustic recording, the sound from the phonographs was tinny, muffled and produced a hissing sound. If the volume was increased, the hissing would be brought up to an unbearable level. It was the one problem barring production of a successful phonograph. If the phonograph was the only automatic music available, it might have been successful. But it was not.

Coin-operated music boxes started to appear in the late 1890's. As musical entertainment they lacked the range and potential of recorded music but their sound was sharp and loud and, America grew to like them. By the turn of the century there was a thriving industry and innovations were being made every year. The 'Peerless Piano', which was introduced in 1908, was so effective and popular, that the phonograph was finally put out of business completely—for the time being. ■

Editor's note: The history of the jukebox will be continued in future issues of ***THE LOCATION.***

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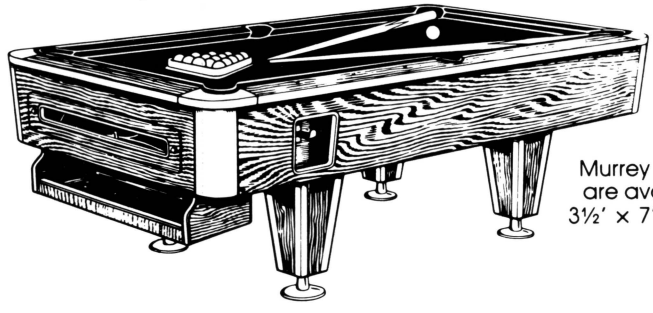

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SEEBURG

Makes A Musical Comeback

It all began a little under eight decades ago, when Justus P. Seeburg established the J.P. Seeburg Piano Company and began manufacturing coin-operated electric pianos. As an aggressive salesman, Seeburg quickly became a successful and respected name in the coin-op musical industry. By 1927, Seeburg made an important move into the jukebox industry that would soon lead the way in setting standards for other manufacturers to compete with.

In the 1930's, Seeburg was a weak competitor. Aside from sales slumps due to the Depression, Seeburg was facing manufacturing problems. But Seeburg was able to regain its stride, and by 1939 it unveiled a new innovation—the 'Wall-o-Matic'. It was a wall box that could be placed in booths, on walls and counters, that allowed the customer to choose the songs from the box without having to get up. It worked from the master jukebox and offered a choice of 20 selections. This innovative new system, termed the 'wireless signalling system', transmitted the customer's choice from the wall box to phonograph by radio frequency signals conducted over power wiring. Although successful, the Wall-O-Matic wasn't yet enough to set Seeburg apart from other manufacturers.

During the years of W.W. II, the production of jukeboxes was set aside while jukebox manufacturers turned their capabilities to aiding America's war effort. When the war was over, jukebox manufacturers found themselves well placed to utilize new techniques and a more skilled work force. In 1948, Seeburg came out with the sensation that heralded a new era. The model was the M100A Select-O-Matic and unlike any other jukebox, it was able to hold up to 100 selections.

In 1949, RCA introduced the 45 rpm record and it seemed that the 78 rpm was finished. Seeing the advantage in a smaller record with a faster playing time, Seeburg utilized the idea in their jukeboxes. In 1950, Seeburg put out the M100B jukebox—the first jukebox designed specifically for 45 rpm records. The M100B was another sensation. By the early 1950's, according to Seeburg records, the company controlled 80 percent of the jukebox market.

Having taken over the company upon his father's death, Noel Marshall Seeburg and his son, Noel Jr., an attorney, reluctantly faced a tough decision. The J.P. Seeburg Co. had to be sold. Noel Seeburg Jr., explained, "One of the characteristics of tax laws is that when a sole owner dies, his estate owes taxes. My father was faced with a problem of how to protect the family from enormous taxes." With a closed, privately held corporation, it is difficult for the state or the government to determine the value of company stock since it is not traded on the stock exchange. The choices for Noel Seeburg were to sell the company or go public. "He was a very private man and elected not to go public, although he probably should have," Seeburg Jr., said. In 1956, the Seeburgs sold the company for about $13.5 million in cash.

The buyers were two young men, Delbert Coleman, who had just graduated from the University of Pennsylvania law school, and his partner, Herbert Siegel, the son of an apparel manufacturer. They purchased Seeburg through Ft. Pitt Industries of Pittsburgh, a troubled, publicly held brewery that the two men had bought.

After the purchase, Ft. Pitt's name was changed to Seeburg Corp., which became a public company for the first time.

Losses from the brewery provided a tax shelter for Seeburg earnings, which, combined with financing, made the company profitable. But

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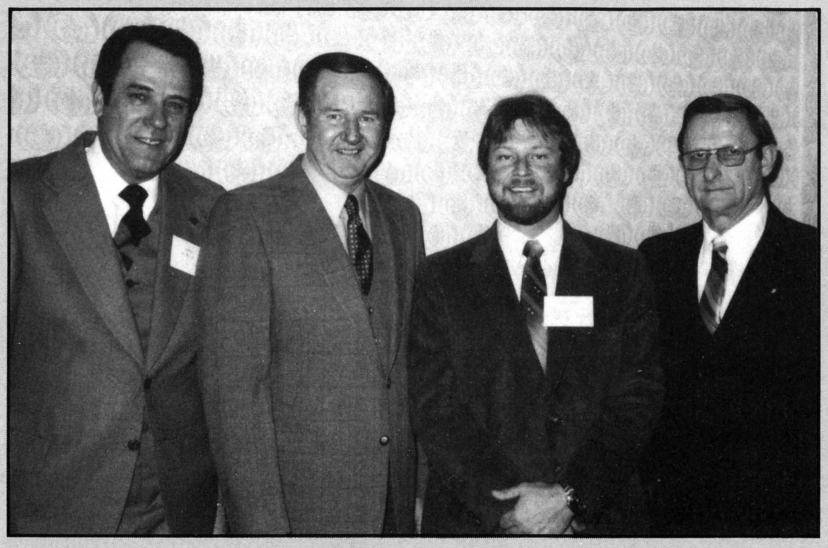
AROUND THE STATES



AMOA President Dock Ringo and Treasurer Al Marsh, congratulate AMOA Director Rick Geraghty on his election as President of the Oregon Amusement and Music Operators Association. (l-r) AMOA Treasurer, Al Marsh; AMOA President, Dock Ringo; Rick Geraghty; AMOA Vice President Raymond "Whitey" Schroth.

AMOA Vice President "Whitey" Schroth, r., congratulates Don Foedisch on his appointment as the President of the Washington Amusement and Music Operators Association.

Minnesota Association Changes Name

In keeping with the nature of the coin-op industry, the Music Operators of Minnesota (M.O.M.) have changed their name to Minnesota Operators of Music and Amusements (M.O.M.A.).

Association Director Hy Sandler says the name change came about to include other areas of the industry and to move away from the impression of just being a music operators association.

SEEBURG

Musical Comeback

(Continued from page 15)

after a falling out with Coleman, Siegel left the firm in 1959.

Coleman, moved to Chicago and spent much of his time buying a range of small companies with a little cash and a lot of Seeburg stock. Seeburg's major acquisitions in the early 1960's included Williams Electronics Manufacturing Corp., and Choice Vend.

In 1965, Del Coleman, Seeburg President, brought Louis Nicostro into the company and a year after joining Seeburg, Nicostro was made President. Even during all the changes taking place, according to Seeburg, its jukebox was still controlling over 50 percent of the market.

In 1968, Del Coleman and Louis Nicostro sold their Seeburg stock interest to Commonwealth Limited and shortly after Commonwealth Limited made an offer and purchased the remaining Seeburg stock shares.

In the late 1960's and early 1970's, business was declining for the jukebox and many of the small operators sold out to larger companies. Seeburg reported large numbers of locations were lost and unused equipment filled the operator's and distributor's warehouses.

In 1979, Stern Electronics, Inc., bought Seeburg. In 1981, after introducing the VMC, Stern stopped production of the phonograph line to concentrate exclusively on video and other allied games.

It is now 1984 and the Seeburg company has returned, after being separated from Stern, to once again manufacture jukeboxes.

Negotiations are still in the works, but within the next few months, Seeburg President, Ed Blankenbeckler, expects the Seeburg jukebox to be back in the market. "Seeburg has always held a reputation of quality, innovation and success. We want the Seeburg name back in the industry—that's where it belongs." said Blankenbeckler.■

COMPUTERS: COIN-OP FRIENDLY PART IV

WHERE DO WE GO FROM HERE?

By
Dorothy Collins

During the past three months, the LOCATION has covered a great deal of information concerning computers, and how they can apply to your profession. But, we cannot afford to, nor will we be allowed to, say we now know everything about computer systems.

You will be seeing more changes in the computer technology field, in the decade ahead, than in any other area affecting our daily and business lives. Even now, new super advanced technologies are being designed. Each time a space flight is made, new crystals are produced, which are more pure than anything capable of being produced on Earth. These crystals will be used to produce a level of computer technology which will surpass the ability of the silicon chip, used in computers today.

How many of you have read "Dick Tracy" comics, longing to have a two way video wrist communicator? In all likelihood, we will be using something like this, before the year 2000. Telephone companies are already experimenting with new, cordless, portable phones which will completely revolutionize the way we communicate with each other, on a daily basis. There already exists a computerized business phone which is now being introduced for office use.

I have just returned from Epcot Center in Orlando, Florida. Although I was generally disappointed with the poor showing of equipment prototypes for use in the future, **there was**

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ON BUSINESS

Dorothy Collins

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COMPUTERS:

(Continued from page 17)

a computerized telephone communication system which, I predict, will be available well before the year 2000. In the park were several kiosks housing groups of touch computer video communication systems.

The caller touched a picture, displayed on the computer monitor, similar to the current touch screen of the Hewlett Packard touch computer. The picture represented the kind of information needed. In my case it was to make dinner reservations. In a short time, a reservation attendant appeared on the monitor screen, and asked me how she could be of help. Admittedly, I was a little taken aback at being able to communicate with another person via computer, until I noticed a video camera, located just above the monitor, pointing toward me. It was exciting to be using a true video phone.

In the first article of this series, we discussed the computers of the past, Collosus and ENIAC for example, which were enormous because they had to rely on tubes to function. Then came the silicon chip, which reduced the computer's size to a desktop variety. **Well, you haven't seen anything yet, computers are getting even smaller.**

The portable computers of today, several of which can operate on battery power, which makes them true portables, are the size of portable sewing machines, or smaller. Some of the larger portables have built in hard disk systems allowing rapid access, and processing of information. New, more sophisticated, and more compact programs will be created to make the hand held almost as powerful as the office desktop computer. The use of these hand held computers will be so "user friendly" that the fear of using computers will be almost completely eliminated. This new version of the hand held will allow service and collection people, while out on their routes, to be able to input their reports into a hand held portable computer, which will be compatible with the office computer. Upon their return, from the route, the collected information will be easily transferred into the memory storage area of the office computer.

One of the newest portable computers on the market today, in 1984, is the Apple "Macintosh". There is virtually no software available for this computer, so it cannot be recommended at this time; however, the "Macintosh" deserves mentioning here. This new Apple computer is tiny, using only half the desk space, or less, of an IBM-PC, and it is much more powerful than the PC.

The Apple Macintosh uses a 32 bit Motorolla 6800 microprocessor with 128k of random access memory. Compare this with the IBM-PC, which is definitely not portable, and has a 16 bit microprocessor with 64k's of random access memory, and you begin to see the wave of the future, in computer technology.

Hard disk systems are wonderful. They allow the user to store, retrieve, and manipulate information very fast. The one drawback is that they are very sensitive to movement. The "Compaq Plus", and the "Kaypro 10" portable computers are the first attempt at incorporating a hard disk into a portable system. It is too soon to tell if the Compaq Plus, or the Kaypro 10 will be successful; however, I can assure you that some type of large, fast storage system will be available for portable computers, in the future.

Printers are also becoming smaller, faster, and more portable. In some cases, portable computers incorporate a printer and modem in the same unit as the computer itself. I can remember a time when the thought of having a paper printout from a calculator was inconceivable. Well, just as the calculator has become more sophisticated, so too will the computer.

There has existed three generations of computers: The electronic—vacuum tube computers, the transistorized computers, and the integrated circuit computers. We are currently at the end of the integrated circuit computer generation, and entering the fourth generation which includes the very large scale integrated computers. All four generations use basically the same process, including: a central processing unit, a memory, an arithmetic unit, and input-output devices.

Those of you who are interested in the future of computers, are encouraged to read the book "The Fifth Generation" by Edward A. Feigenbaum and Pamela McCorduck, Copyright 1983, Addison-Wesley Publishing Co. Feigenbaum and McCorduck demonstrate the competition, which exists between the United States and Japan, to be the first to accomplish the development of this vastly superior computer system; for it will be the country which can achieve the fifth generation level, which will control the power to determine world history.

The Fifth Generation will be expanded to the level of the ability for one file to hold the entire Encyclopedia Brittanica. These computers will be able to handle millions of logical inferences per second. **Natural language processing will be incorporated into these computers which will automatically translate foreign languages into the natural language of the user.** This will be of tremendous benefit to world communications. Picture and image processing will be refined; and, **robotics applications will achieve an almost human level of existence, including the ability of robots to see, understand and act intelligently.**

This future concept is, in many cases, frightening to people living in the 20th century. It appears that life is changing so rapidly that we may lose control. **There has always been, and always will be a certain amount of fear of the unknown.**

We are currently living in the most exciting, challenging period of technological history which has ever existed on the face of the Earth. Change will take place, that I can guarantee. It is up to you to prepare yourself to meet this change. Those of you who are able to meet the challenge will live a better, more interesting and more productive—with less effort—life than ever before.

Good luck and happy computing to you all!■

Computer Needs Assessment And Recommendation For Mr. Kem Thom Of Western Automatic Music, Inc. (WAMI)

Prepared by Dorothy Collins
February 5, 1984

At the request of the LOCATION, *Dorothy Collins performed a needs assessment for one of AMOA's member operators, Mr. Kem Thom, President of Western Automatic Music, Inc., Chicago, IL. With Mr. Thom's cooperation the results of the needs assessment are as follows.*

Mr. Thom maintains a small business with ten employees, two of which are half time. These employees include: office staff, repairmen, collection men, and delivery & installation men.

Mr. Thom has developed, and is currently using, a very efficient paper record system, for the tracking and control of the machines he operates. He does not use computers, in any segment of his business, but relies totally on traditional office machines, and paper records.

Because Mr. Thom uses paper records, he must utilize more than one filing system to track the installation and rotation of his machines. All, that is, with the exception of music and vending machines, which tend to stay in one place a long time. This tracking system results in much duplication, as we will see later in this report.

Jukeboxes are available for locations, on a fairly permanent basis; and are available to private individuals on a rental, or sale, basis. All jukeboxes are programmed in Mr. Thom's office, either before going out, or periodically as tastes in music change. This requires Mr. Thom to keep, on hand, an extensive record library, which is also maintained, using a paper record system, again resulting in duplication of information.

Vending machines are placed, permanently, in locations. They are moved only at the request of the location owner, or if the machines become non-functioning. Vending machines require extensive inventory control.

Employee scheduling is essential, not only for coin collections, but also for repair, and maintenance of machines.

The coin collector's responsibilities are: (1) To visit the locations, retrieve coins from game machines, count the coins, record total revenue, bag coins per machine, and return to WAMI. To check the machines, note repair needs, note requests from location owners for different game

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COMPUTERS:

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machines, note any other information necessary to the successful operation of machines at individual locations. (2) Visit locations, housing vending machines, or music machines; collect, count and bag coins; check and replenish supply in vending machines; note any repairs needed, or requests from location owners, and return to WAMI.

Information, gathered during collections, is entered in several areas of paper record keeping files. These paper records include: route receipt books, route collectors books, and, in office inventory and machine records.

Mr. Thom uses several vehicles in his business. These include: a moving van, a repair van, a vending machine route van, and individual cars, owned and operated by employees with allowances for gas and repairs. The use of these vehicles requires scheduling of vehicles, as well as personnel.

Mr. Thom prepares a weekly payroll for his employees. These employees keep track of their working time, through the use of a time clock. This works fine so a payroll computer program will not be recommended at this time. However, Mr. Thom would be able to utilize computerized payroll with the software program, which will be recommended for his company.

Mr. Thom has engaged an accountant to handle the monthly general ledger accounting, and end of year tax preparation. It is recommended that Mr. Thom maintain this arrangement, at least for the time being. It is important to not try to do everything at once, and since computerizing the office is of primary importance, it is recommended that he put all of his efforts into this area first, and then branch out into other areas as needed.

Recommendations for Computerizing WAMI

Software

The following software is recommended for Mr. Thom's operation.

Metafile, by Sensor Based Systems, Glenview, Il., $995, plus, Lotus 1-2-3, $495, also available from Sensor Based Systems.

Metafile is the most powerful, most flexible integrated software program available today. It allows the user to name all fields, thus providing a custom tailored database of information, pertinent to individual businesses.

Metafile has the ability to provide, not only standard facilities you can expect in a functional integration, but also the capability of developing any sort of application needed.

Metafile has the capability of handling word processing, database management, graphing, and some spread sheet analysis. Combined with Lotus 1-2-3, the computer operator has the ability of tracking data, on a spread sheet, in many different ways, thus allowing the user the ability to develop applications unique to his, or her operation.

Both the Metafile system, and Lotus 1-2-3 are fully helped through on-line documentation, and both have excellent teaching tools, and comprehensive—easy to use—manuals.

The freeform concept of Metafile, linked with Lotus 1-2-3, has the ability of extracting information from the database, developing the spreadsheet, and storing a summary of information in the database, providing a degree of data processing, available only on larger systems.

Metafile is not only a software program, but also an English-like processing language, which makes for easy development of individual applications, and/or modifications of existing routines.

Other features include: Built in calculator, communications (via telephone lines and a modem), windowing, sorting, multi-dimensional reporting, and conditional reporting.

Metafile, and Lotus 1-2-3 are completely menu driven, including help menus for assistance in accomplishing needed functions.

The database is setup, using fields of information which can easily, and quickly, be sorted in any format desired, utilizing any field, or fields desired. A sample database for WAMI will follow the hardware considerations.

Sensor Based Systems has an excellent support staff, who are available to answer questions concerning the use of Metafile and Lotus 1-2-3. Additionally, classes are held, on a monthly basis, to teach new users of the program, how the system works. These classes are almost unnecessary because of the excellent manuals. Sensor Based Systems also provides excellent service maintenance, through a service contract with the purchaser of the system. The service contract covers all hardware and software.

Hardware Considerations

The main computer in the office should be an IBM PC, with the addition of, at least, 256k's of RAM (random access memory), and two disc drives capable of using double sided, double density diskettes. One Tallgrass hard disk with 20mg of storage. One Toshiba dot matrix printer, capable of printing at the rate of 220 characters per second in dot matrix mode, and 110 characters per seond in letter quality mode. The letter quality of this dot matrix printer is so good that it looks like selectric typewriter printing.

Mr. Thom needs 20 mgs of storage, on a hard disk, in order to maintain a database of his extensive record library, in addition to a machine database fields. Metafile allows the user to establish as many database files as needed, with up to 125 fields per file.

The hard disk is recommended, over the use of floppy diskettes, because the hard disk allows for easy interchange of information, and complete sorting of information, without the need to exchange diskettes during the processing of data. The hard disk is also a much faster processing medium than individual diskettes.

It is recommended that two disk drives be in the computer unit itself, so that in the event the hard disk ever becomes non-functioning, the computer can still be operated, using diskettes, while the hard disk is being repaired.

The tallgrass hard disk uses magnetic tape, for backup of data. Information can also be backed up onto diskettes, which allows for use of data in the event the hard disk is ever in need of repairs.

Total cost of the software and hardware system is approximately $13,000, plus the cost of having a programmer modify Metafile to provide for inventory control.

Mr. Thom may want to consider, at a later date, the purchase of one or more Compaq Plus portable computers for collections purposes. The Compaq Plus contains a built in 10 mg hard disk system, which could house an inventory control program, modified from Metafile. This would eliminate the duplication of record keeping that currently exists, during route collections.

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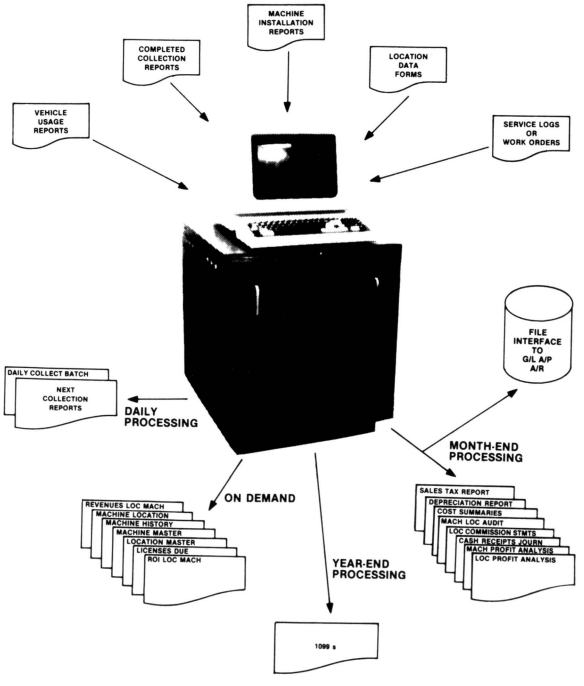

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COMPUTERS:

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Database Application

In the office of WAMI, Mr. Thom is currently maintaining six (6) paper record files of essentially the same information, used for tracking game and vending machines, which can be combined into one (1) computer data base file. His data base file could be structured as follows:

Name of machine
Model number
Serial number
Type of machine
Type of lock
Manufacturers name
Purchased from
Date purchased
Cost of machine
Condition of machine at time of purchase (new or as is)
Tax on cost of machine
Freight cost on delivery of machine to WAMI
Location Name
Location owner's name
Location address
Location city and state
Location zip code
Location phone number
Date machine is installed in a location
Meter reading at time of installation
Key number
HASP
Name of machine programmer
Put on by
Machine cleaned—yes/no
Mechanism checked—yes/no
Coin test performed at time of installation—yes/no
Any extra equipment needed
City License #
Amount paid by location owner
Amount paid by WAMI
Date paid
City license expiration date
State license #
Amount paid by location owner
Amount paid by WAMI
Date paid
Expiration date of state license
Date coins collected
Amount of coins collected from machine (revenue)
Sales tax on revenue
Expense incurred per machine
Commission paid to location
Machine reading at time of collection
Machine reading on previous collection date
Number of plays per machine between collection dates

Federal License #
Date Paid

The above database fields, are by no means the number of fields available to the user, as many as 125 fields can be used per database. The number of individual databases available are limited only to the storage capacity of the hard disk. The most important thing to note, is the total flexibility of being able to name the desired fields. The user is never restricted to pre-programmed field names.

Once the data base fields have been established, they can be used over and over again for each machine owned by WAMI.

Each line of the data base represents a field of information, within the database. Each field is capable of being sorted, either individually or in combination with any of the other fields desired. For example: If you wanted to find out what machines were used by which location, you could sort by the machine name and the location name, to produce the required report. If a printed report was desired, the sorted information could be sent to the printer, and a printed "hard copy" could be produced.

A totally separate data base file can be set up, in the same manner as the machine database, for a record library, establishing those fields which would be necessary to track information pertinent to music machines.

Metafile can be easily modified to handle inventory control of vending machines. There are programmers available who are familiar with inventory control, who would be available to work with Mr. Thom.

The most important aspect of a computer program is flexibility, and ease of use. If the user is restricted to pre-programmed file categories, this severely limits the use of the program. No two businesses are operated in exactly the same manner, thus the need to be able to set up individual database fields.

Metafile does not support local area networking, a system of hooking up individual terminals to a central computer system by means of coaxial cables. However, Mr. Thom would not require more than one terminal in his office, so Metafile is an appropriate software program for his needs.

There are other programs written for the Amusement and Music Operators. However, I am not aware of any which give the degree of flexibility, and ease of use, that Metafile does. ■

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What Makes A Videogame A Hit?

Some Say Marketing Is The Key

For every videogame manufactured, months and sometimes even years of testing and planning are involved. After consulting four major manufacturers the LOCATION found that most use basically the same marketing procedure except for minor differences.

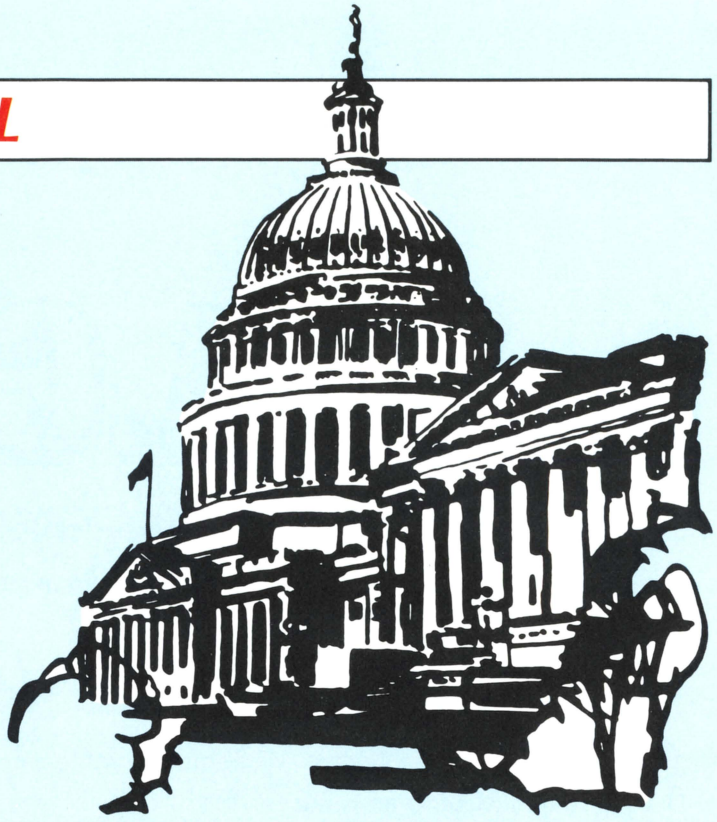
Once an idea for a new game has been created, it is targeted towards a certain age group, gender, etc. When the whole concept of the idea has been established, design begins and this process usually takes months before the game is ready to manufacture. Once the designing is complete, a test model, or prototype, is manufactured. The test model is then placed in a location that has a high traffic flow of the desired targeted market. The game will then be moved to various locations during a few weeks period, to test the player appeal of the game. Usually the manufacturer sends a "witness" out to view the player's reactions of the game. The witness will monitor the player's response to the game, then after a given number of weeks, the witness returns with a report on how well the game appealed to the public.

In the next phase, the manufacturer makes all necessary changes from the game's testing stage. Usually the changes are minor and flaws need only be adjusted, or playing difficulty changed. The game is then rebuilt and sent to a selected distributor or distributors, along with various test reports on different aspects of the game, such as selling rate, player appeal and mechanical aspects of the game. The distributor then will put the game through his own testing period which will last for a given amount of time. The distributor will then make a decision on whether he will or will not carry the game. If the distributor does order the game, it is sold to the operator who then places it in his locations and the public is then exposed to the new game on a full scale basis.

Once the game is distributed to various locations by the operator, the manufacturer very often will sponsor promotional functions involving celebrities to introduce the game to the public. This consists of advertising and promotional parties held at selected locations, geared toward the public and the press.

When the whole series of marketing techniques is finished, only the public is left to judge whether the game will be a hit. So next time you consider your purchase choices—make sure you get a reading from your distributor or manufacturer on current test results—if they are available.■

FROM CAPITOL HILL



No Simple Matter In Firing Employees (Update)

In the December issue of the LOCATION, we ran an article on new court rulings in dealing with the dismissal of employees. We have followed the situation and have come across some tips to help employers keep from facing lawsuits from dismissed employees. The following is a summary of the previous article and some insightful employer tips in dealing with this matter.

Firing people who don't work out is no longer a simple matter, even when there is no illegal discrimination or bias involved.

Around the country, state courts are setting new rulings on firing that will tighten up the freedom of businesses to discharge people without cause and which also provide large cash sums to those fired.

In the past few years, several thousand employees have filed suit claiming they were wrongfully discharged. Those fired bringing cases to court most often win, with courts cracking down on terminations in cases where a company promised job security or didn't handle the discharge of a worker fairly.

Courts are now giving employees a stronger voice, which have prompted a number of major companies to review and revamp how they hire, evaluate, discipline and dismiss non-union workers. Other companies are pressing managers to document dismissal procedures more thoroughly.

The upshot is that employers need to be more careful:

(1) Avoid direct or implied assurances of job security when hiring.
(2) Watch what's said in company want ads, applications, interviews and manuals, to be sure there are no subtle guarantees.
(3) Put in EXPLICIT disclaimers.
(4) Sharpen up employee evaluation systems to make them realistic.
(5) Stop giving out good marks routinely to everyone but the least competent.
(6) Keep an eye on new court rulings to spot patterns.
(7) Follow the LOCATION for further up-dates.■

Fringe Benefits Untaxed

Before Congress adjourned in 1983, a bill was introduced in the House of Representatives governing taxation of fringe benefits, something the IRS has long sought. This is a very touchy issue and the IRS has been stung before in attempts to issue rules requiring the taxation of fringe benefits. In light of this history, the IRS recently issued an announcement that it will not issue regulations changing the treatment of nonstatutory fringe benefits before 1985, thereby giving Congress another year to legislate in this area.■

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Immediate access to legislative information in **ALL** 50 states plus the U.S. Congress has been made available—RIGHT NOW—upon request (703) 548-8044 by the Amusement Game Manufacturer's Association. Operators. Distributors. Find out **now** what's going on in your state.

M.A.C.H. 3

MILITARY AIR COMMAND HUNTER

Courtesy of the Mylstar "On Target" Newsletter.

TROUBLESHOOTING

Introduction

Due to the advances in game technology, Mylstar Electronics, Inc. realizes the need to make the transition to Video Disc Game maintenance and troubleshooting as trouble free as possible.

A troubleshooting flow chart, together with the theory of operation section in the instruction manual and use of the self test mode, will help you isolate and correct almost any problem that may occur in an effective and expeditious manner. For example, look at the decision "DIAMOND" that asks "is reset high?" The reset signal should be approximately +5V DC and can be found at P1 Pin 3 of the MA-498 Logic Board Assembly. Next, find the decision "DIAMOND" that asks "is disc ready high?", the disc ready flag should be +5V DC and can be found at P6 Pin 1 of the MA-497 Color/Sync. Board, and originates at I.C. U4 Pin 10.

Many so-called "Electronic" problems may be in actuality due to improper disc and player maintenance.

1. Store extra discs in an upright position.
2. Clean disc with a glass or plastic cleaner with a soft non-abrasive lint free cloth.
3. Do not use alcohol based cleaners as this may attack the plastic coating on the disc and destroy it.
4. Discs should be cleaned a minimum of once a month and more frequently if the game is in a dusty area.
5. Clean the filter a minimum of once a month and more frequently if the game is in a dusty area.

Objective Lens (Video Disc Player)

1. Clean objective lens a minimum of once a week.
2. **Never** use "Q-TIPS" to clean objective lens.
3. Use "FREON" Trichlorotrifluoroethane solvent to clean lens (TF solvent).
4. Pioneer GED-008 Lens Paper is recommended for cleaning the objective lens. Using a pair of rounded end tweezers (never sharp edges) fold a lens paper in half. Leaving ¼" protruding past the end of the tweezers wrap all of the paper around the tweezers. Spray the lens with the TF Solvent and clean immediately with the lens paper. Use the lens paper only once and discard. The Pioneer GED-008 Lens Paper is available at your Mylstar authorized distributor.

Never Move Game When It Is Turned On!

Even if you are only going to move it a few inches. Failure to turn the game off may result in damage to the disc or the player or both. It is best to leave the game off for 30 seconds before moving the game. If the game is to be moved to another location remove the disc, place within its protective packing. Replace the shipping screws, the lens cover and secure the shipping bracket to hold the video disc player in place.

Corrections To Instruction Manual

SECTION VII. BOOKKEEPING AND SELF TEST page 11 "Still Frame Decoder" reads "adjust R204 until a constant uninterrupted tone is heard," should read "adjust R204 until a constant uninterrupted **beeping** tone is heard." This change also applies to the Play Frame Decoder.

Audio Track Adjustment (middle of last paragraph page 11 of instruction manual) reads "if R6 on the Interface Board is not correctly adjusted, two tones will be heard instead of one," should read "if R6 on the Interface Board **is** correctly adjusted two tones will be heard instead of one." Also reads, "follow the same procedure to produce one tone if only two are heard." Should read, "follow the same procedure to produce **two** tones if only one is heard."

IX. THEORY OF OPERATION Bottom right paragraph page 17 of instruction manual "STRIP THE FRAME NUMBER" reads, "Potentiometer R202 adjusts the comparator voltage level" should read, "Potentiometer **R204** adjusts the comparator voltage level."

(Continued on page 30)

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FIGURE 1

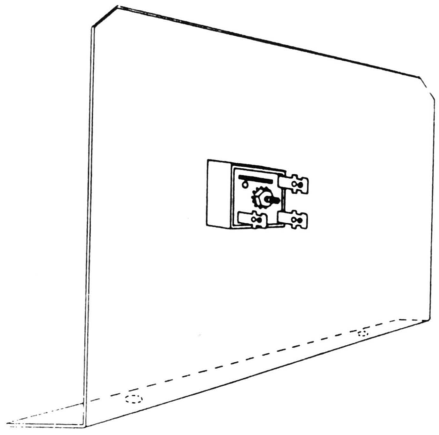
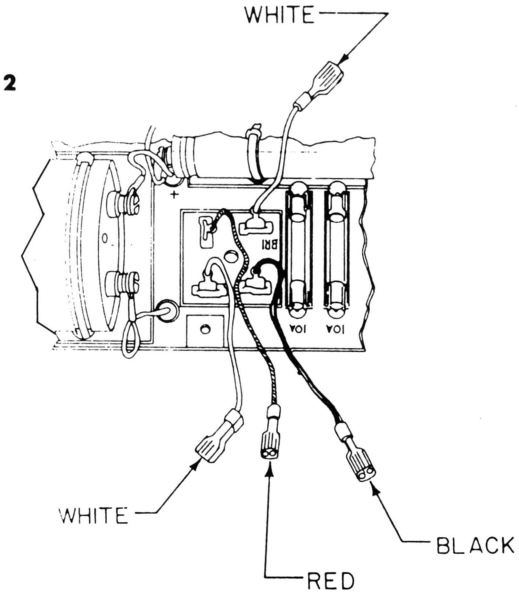


FIGURE 2



Game: QIX, KRAM, Space Dungeon, Electric Yo-Yo, Zoo Keeper, Alpine Ski, Wild Western, Jungle Hunt, Front Line, Elevator Action

Subject: Power Supply Bridge Rectifier (BR1) Heat Sink Kit

Solution: Remove BR1 from power supply board and mount BR1 on a separate heat sink. This will allow BR1 to dissipate its heat away from the F1 fuse holder.

Parts Needed: 1 Heat Sink Kit Part No. 03-00033-001
Heat Sink Compound (Silicon Grease)

Procedure: Remove power supply board from power supply assembly. Remove transorb (diode, if any) that is attached to legs of BR1. Remove BR1 from power supply board, cleaning the solder off the legs. Remove the existing heat sink that is on the bridge (if any). Apply heat sink compound to the flat top surface of BR1. Attach BR1 to the new heat sink, using the screw and keps nut, (as shown in Figure 1). Loosen the two rear screws on the transformer and remove the two front screws on the transformer. Place the heat sink under the two front feet of the transformer, aligning the screw holes. Reinstall the two front screws on the transformer. Retighten the two rear screws on the transformer.

Refer to Figure 2 when doing the following:

Solder the red wire in the offset hole where the BR1 was located (positive terminal). Solder the black wire to the opposing hole (ground terminal). Solder the two white wires to the remaining holes (AC terminals). Solder the banded side of the transorb (diode, if any) to the offset hole on the board (positive) and the unbanded side to the opposing hole (ground). Resolder the F1 fuse holder connections.

Reinstall the power supply board. Connect the red wire to the offset leg of BR1, the black wire to the opposing leg, and the two white wires to the remaining legs.

A Fond Farewell To England's COIN SLOT Location

In a recent letter sent to subscribers, *Coin Slot* Editor, David Snook, released information on the state of the British coin machine industry and its effect on *Coin Slot.*

Due to the rapid downturn in the British coin machine industry, several manufacturers have been led to close their doors. This downturn has had an adverse effect on maintaining advertising in *Coin Slot* and its quarterly magazine, *Coin Slot Location.*

The deep rooted position of *Coin Slot*, with a circulation of over 30,000 leaves it strong enough to withstand the periodic fluctuations. But the *Coin Slot Location*, however, with a more specialized color presentation, has suffered greatly from cutbacks to the point where it is no longer economically advantageous to continue publication.

It is with deep regret, that Mr. Snook has informed *Coin Slot* subscribers that *Coin Slot Location* will cease printing immediately.

AMOA readers with part of their annual subscription still to run will have three alternatives: Subscribers can transfer the outstanding credit onto part payment for a year's subscription to *Coin Slot*; If the reader already holds a *Coin Slot* subscription, the credit can be entered towards renewal; or the outstanding credit can be returned to the subscriber.

If you have questions, please write to Subscription Dept., The World's Fair Ltd., P.O. Box 57, Daltry St., Oldham, Lancs. OLI 4BB, England.■

Tax Deductions For Foreign Conventions

If you, as an AMOA member, are considering attending foreign—Japanese, British, Spanish, etc.—trade shows, you should consult first with someone who can give you tax planning advice to ensure you receive full deductions by law.

The criteria for determining the legitimacy of deductions for attending foreign conventions, meetings, trade shows, etc. are governed by §274(h) of the Internal Revenue Code. These foreign convention rules apply to all meetings held outside of "North America," which is defined under the rules as the United States, its possessions, the Trust Territory of the Pacific Islands, Canada, and Mexico.

In addition, the United States has by special treaties expanded the list of "foreign" sites which are not treated as foreign for purposes of determining the legitimacy of deductions. For example, §274(h) does not apply to travel to Jamaica. Similarly, the Caribbean Basin Initiative, enacted in August, 1983, will exempt other Caribbean countries from the foreign convention rules so long as they sign an exchange of information agreement with the United States Treasury Department in order to facilitate the enforcement of U.S. tax laws.

Interestingly enough, many Caribbean countries have refused to sign such tax agreements. Although tourism and convention business is important to the local economies of many Caribbean nations, it is not as important to those countries as their offshore banking operations. Those banking operations attract business because of the strict secrecy laws which govern their operations.

As a general matter, §274(h) stresses reasonableness in determining whether deductions will be allowed. The IRS will not allow any deductions for foreign travel unless the taxpayer can establish that the foreign meeting or convention is directly related to the active conduct of his or her trade or business and that it is as reasonable for the meeting to be held outside North America as within North America.

In addition, §274(h) states that deductions will only be allowed after four factors are taken into account. Thus, the IRS will examine: 1) the purpose of the meeting and the activities taking place at the meeting; 2) the purposes and activities of the sponsoring organization or group; 3) the residences of the active membership of the organization and the places at which other meetings of the sponsoring group have been or will be held; and 4) such other relevant factors as the taxpayer may present.

If the expenses of attending a foreign convention qualify for deductions under §274(h), the taxpayer will only be required to show normal travel and entertainment documentation. There is no need to show an allocation of transportation expenses between business and personal activities. However, the principal purpose for the trip must be business related. Section 274(h) does not impose any limits on the number of deductible foreign conventions which can be attended or on the amount of deductible subsistence expenses or transportation costs. However, "lavish" or "extravagant" expenses will not be allowed.

It also should be noted that §274(h) will not allow any deductions for meetings on cruise ships unless the ship is a United States vessel which makes ports of call only in the United States or its possessions.■

CALENDAR OF EVENTS 1984

The 1984 AMOA International Exposition of Games and Music
OCTOBER 24-27
CHICAGO HYATT REGENCY HOTEL
CHICAGO, ILLINOIS

MAY

OHIO MUSIC & AMUSEMENT ASSOCIATION
May 3-5—Hyatt Regency
Columbus, OH

CALIFORNIA COIN MACHINE ASSOCIATION
May 11-12
Industry Hills Sheraton Resort
City of Industry, CA.

NORTH DAKOTA COIN MACHINE OPERATORS ASSOCIATION
May 11-12
New Sheraton Hotel, Main & 7th Street
Bismarck, ND

WISCONSIN AMUSEMENT & MUSIC OPERATORS
Trade Show, May 11-13, Americana Resort
(on Hwy. 50)
Lake Geneva, WI

JUNE

AMUSEMENT & MUSIC OPERATORS OF TEXAS
June 1-3
San Antonio, TX.

ILLINOIS COIN MACHINE OPERATORS ASSOCIATION
June 15-17
Nordic Hills Country Club
Itasca, IL.

JULY

WASHINGTON AMUSEMENT & MUSIC OPERATORS ASSOCIATION
July 13, 14—Cavanaugh's Inn at the Park
Spokane, WA

MONTANA COIN MACHINE OPERATORS ASSOCIATION
July 27-29
West Yellow Stone, MT.

SEPTEMBER

STATE MEETING
September 14-15
Jackson Hole, WY.

NORTH CAROLINA COIN OPERATORS ASSOCIATION, INC.
September 14-16
Sheraton Hotel
Charlotte, N.C.

MICHIGAN COIN MACHINES OPERATORS ASSOCIATION
September 28-29
Plymouth Hilton Inn
Plymouth, MI

OCTOBER

AMUSEMENT & MUSIC OPERATORS OF VIRGINIA, INC.
October 12-13
John Marshall Hotel
Richmond, VA
Convention & Trade Show

EDUCATION PROGRAM, 1984

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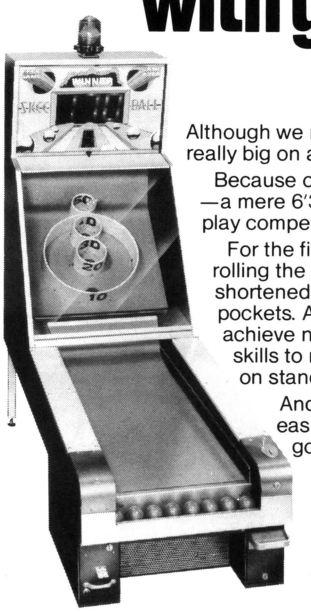
Session IV—November 11-14

MINI SKEE-BALL

A new little game with great big results.



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IN PASSING

THE AVERAGE OPERATOR PLANS ON ATTENDING EXPO '84: In October of 1983, Atari sent out a questionnaire to operators across the country in regards to its Coin Connection newsletter.

Over 800 operators responded to give this profile of the average operator. He or she is: a street/route operator only or combined arcade and route operator; an independent business, not part of a chain; operates 100 or less total units in 20 or less locations; primarily operates arcade/game centers, bars/cocktail lounges, restaurant/fast food outlets; reads *Play Meter, RePlay, Vending Times;* **plans to attend the AMOA Expo.** ■

BALLY BUYS BANNER: Robert E. Mullane, President and Chairman of the Board of Bally Manufacturing Corporation announced recently the acquisition of Banner Specialty Company.

Along with the headquarters in Jenkintown, Pennsylvania, Banner has offices in Philadelphia and Pittsburgh and Baltimore, Maryland. These offices will be merged into Bally Distributing Corp., bringing the total number of Bally distributing offices to 19 nationwide.

Banner Specialty Company, was established in 1917 and was the oldest distributor in the U.S. to continue to operate under the same name and ownership since it was formed.■

JUST A REMINDER: don't forget about those petitions! It is still extremely crucial to continue jukebox legislation support. So, make sure you have copied, and displayed in a prominent position on your jukebox, the petitions that were printed in the February 15th issue of *Play Meter* and the December and April issues of *RePlay* magazines. Once the petitions have been filled in, send them to your Congressmen as soon as possible and help save the jukebox industry.■

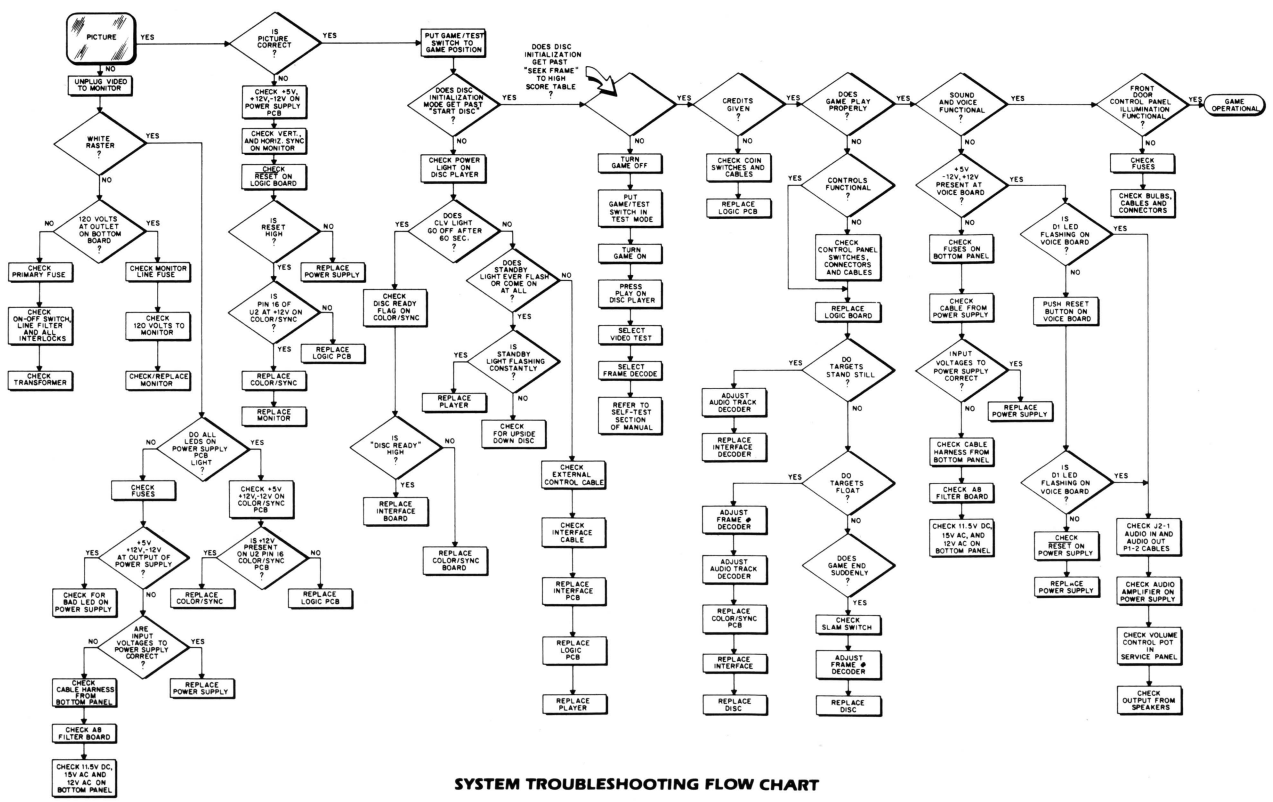
JUKEBOX TOP TEN: Which city in the U.S. has more jukeboxes registered than any other city? Answer: CHICAGO, with the other nine cities as follows: (2.) Houston; (3.) Philadelphia; (4.) New York; (5.) Baltimore; (6.) Detroit; (7.) Dallas; (8.) San Antonio; (9.) San Diego; (10.) Los Angeles. ■

M.A.C.H. 3

(Continued from page 26)

Information Update

If you are experiencing any problems with your M.A.C.H. 3 game, please contact your distributor.■



SYSTEM TROUBLESHOOTING FLOW CHART

UP-TO-DATE BY EAR

Information. A barrage of it. And it is just not possible to find time to read it all. Recognizing this problem, AMOA has instituted a service that offers an alternative; Educational Seminars on cassette. Immediately, current trends and developments are available to you.

The following courses are now available only through AMOA. Look the list over and use this order form to reserve your choice. (Include payment with your order)

_____ **PROFIT PLANNING THROUGH ANALYSIS**

Manley Lawson, Lawson Music Co., provides a useful review of the basics of profit planning using analysis. The following topics are explored: (1) overhead; (2) realistic fixing of direct expenses: (3) figuring real depreciation; (4) allocating replacement costs. Wally Bohrer, Jr., Hastings Distributing, continues with an outline of the relationship between growth and survival.

_____ **INTRODUCTION OF COMPUTERS AS THEY APPLY TO BUSINESS MANAGEMENT**

Software, hardware, floppy discs, hard discs, processors, printers. How do you decide? When do you decide? If you are shaking your head already then Peter Mataya from IBM provides an understandable primer on shopping for the right equipment.

_____ **TECHNICAL SEMINAR: SIGNATURE ANALYSIS FOR MICROPROCESSORS/SEMINAR**

J. W. Sneed, Jr., Gen. Mgr., Electronics Div., KurzKasch, Inc. A good review of test equipment and procedures for repair of electronic machines.

_____ **CIGARETTE TAXES AND VEHICLE COSTS**

Bruce Hatter, R.J. Reynolds Co.; Alan Bershad, Penn Regal Vending Co.; Jack Kerner, Melo-Tone Vending; Robert W. Singer, Pres. B&F Amusements. Covers topics of: (1) how you can use services of major companies for demographics, brand placement and promotion; (2) inventory control; (3) security and (4) reducing fuel costs.

_____ ***COMPUTERS: ARE THEY FOR YOU OR AREN'T THEY? WHAT TO DO TO MAXIMIZE THEIR USE IF YOU GET ONE. AN OPERATOR'S VIEW/ 2 Tape Set**

Robert Baker, V.P., Melo-Tone Vending, Inc., Massachusetts; Manley Lawson, V.P., Lawson Music Co., Florida; and Dock Ringo, Ringo & Ball, Texas. How do you determine if there is a cost justification for a computer? What to watch for in selecting and installing a computer; batch vs. on line installations; and most effective use of a computer in a Music and Games company are only highlights of this operator view program.

_____ **HOW STATE/LOCAL ASSOCIATIONS CAN PRODUCTIVELY ADDRESS THEIR PROBLEMS.**

Hotlines? Membership Drives? Priorities—and funding them? PAC's? "What works and why" is the theme of this Industry Seminar moderated by John Estridge, Past President of the Amusement & Music Operators of Tennessee with a three member panel of Richard George, President of Ohio Music and Amusements Association, Norman Pink, Past President of the Music Operators of Minnesota and Paul Corey, Executive Vice President of the Ohio Music & Amusement Association.

_____ **FAMILY ORIENTED AMUSEMENT CENTERS**

The operator's operator, Barry Kane, Director of Amusement Center Operations for Advance Carter Co. of Minneapolis will analyze the A to Z of developing an Amusement Center location. His discussion will cover what must be considered in layout, how to hire and who to hire and even how to set up in-house training programs. In addition, Mr. Kane provides an insight into setting up a system for cash controls from within and how to select the right games and right game mix to appeal to all members of a family. Mr. Kane's session is followed by a question and answer period.

_____ **OPERATING A SUCCESSFUL ARCADE—THE GUIDELINES**

Don Van Brackel, A. Van Brackel & Sons, Ohio moderates this discussion developed by Lee Melchi, of Jack F. Eiser Sales Co., Inc., Indiana and Jack D. Kerner of Melo-Tone Vending, Inc., Massachusetts. This is a "nuts and bolts" seminar that covers the range from what to avoid to what to do, how to develop a high profit while maintaining good community relations and the reducing of potential for local restrictions through effective preplanning.

_____ **PINBALL MERCHANDISING: AN ALTERNATIVE**

This seminar will give you the insight needed to tap the market potential of an old standby that is building a new audience. The moderator of this seminar is Tom Nieman, Bally-Midway Mfg., Franklin Park, IL. The panel will consist of Bernie Powers, Bally's Aladdin's Castle, Chicago, IL; Sharon Harris, Stan Harris & Co., Inc., Philadelphia, Pa; Joe Kaminkow, Williams Electronics, Chicago, IL; Jack Hubka, Bally-Midway Mfg., Franklin Park, IL.

_____ **FUN CENTERS: A QUEST FOR IDENTITY AND STYLE**

An industry session drawing together some of the best in the business to directly address the planning, scope and need for imprinting a distinct identity on your current or planned Fun Center. 'Murph' Gordon from Aladdin's Castle, Chicago; Tom McAuliffe of Time Out, Fairfax, VA; David R. Brown, President of Bullwinkle in Santa Clara, CA and Tony Urso of Madison Coin Machine Company, Monona, WI panel this program.

_____ **BENEFITS**

When was the last time you understood your's or your employees' benefits package? When was the last time you explored alternatives? Time consuming wasn't it! To help you and your employees understand the alternatives, this tape presents Russ Stewart, President of Benefit Consultants, Inc., Indianapolis, IN, who reviews the alternatives for you—including a few you may never have thought of.

_____ **ARE YOU PAYING THE IRS TOO MUCH?**

This program examines ways to reduce your tax burden by using the rules as set forth by the IRS to your advantage. It is not too late to plan for 1984 or too early to think about 1985. Conducted by tax authority James L. Harfield, of Blackman, Kallick & Company, Ltd.

_____ **STRATEGIC PLANNING FOR THE 80's**

History proves that the operator who plans ahead stays ahead. This operator panel identifies many of the crucial factors in strategic planning that every operator must consider now. Vincent Storino, S & S Amusements Company, Toms River, NJ, moderates a panel made up of Ralph Trotta, City Amusement Company, Fairlawn, NJ, Don Abrams, Eskin Vending, Oldbridge, NJ, and Victor Scola, Arco Amusements, Ocean City, NJ.

_____ **THE HOW TO OF A POOL LEAGUE**

This tape by Chuck Milhelm, President of Valley Company and Gary Benson from D & R Novelty, Inc., Rochester, MN should help pave the way to your successful pool league.

_____ **LASER-DISCS: FRONT & CENTER/OVERVIEW OF OPTICAL VIDEO-DISC TECHNOLOGY—A SERVICE PERSPECTIVE**

John Browne of Pioneer Inc., presents a program designed to give operators, distributors and technicians some understanding of the theories behind the new technologies of CED & Laser systems.

_____ **ARE YOU COMPUTERIZING FOR THE RIGHT REASONS?**

Industry Computer expert, Manley Lawson, Lawson Music Company, Inc., moderates this panel. No matter where you are on the "Computerize or not to Computerize" question, this discussion is geared to resolve problems and to help you make the decision that is right for you. Joining Mr. Lawson will be Ted Furkin of Allstar Music and Paul Borchardt Coin Machine.

_____ **STATE ASSOCIATION MEETING**

Moderated by Russell Mawdsley, Russell-Hall, Inc., Massachusetts, this is a block buster presentation by the AMOA State Association Committee. The first hour reviews the status of current state/local associations while the second hour is packed with presentations on:

(a) "APPRENTICESHIP EDUCATION PROGRAMS" by Joe Phillips, Executive Director of the Wisconsin Amusement and Music Operators.

(b) "HOW TO GET THE MAXIMUM OUT OF YOUR STATE CONVENTION" by Robert S. Rhinehart, Executive Director, Florida Amusement Vending Association.

(c) "FUNDING YOUR STATE ASSOCIATION BEYOND MEMBERSHIP DUES OR ASSESSMENTS", presented by Jack Kerner of Melo-Tone Vending, Somerville, MA.

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38304—Worth Remembering
38305—Personal Property Tax (Don't Overpay It)
38306—Mesquite Case (Age Issue Discussion)
38307—IIMC Sample Ordinances

Regulating Videogames
Amusements Centers
58301—Copyright Infringement Statutory damages Assessed (Don't Sit On Your Hands)
58302—Mesquite Case—Age Issue Decided
68301—All Computer Programs Protected by Copyright Act.

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Because of its tradition of news, articles and editorial commentary, from, for and to operators, ***THE LOCATION*** is THE continuing source and guide for AMOA members. Its readers make up an influential market not only equipment and supplies but the whole spectrum of industry related products and services (such as tokens, change counters, computer software, and other business related material). If your product or service involves this market, you should advertise in ***THE LOCATION.***

Advertisement for a product or service through the AMOA *LOCATION* is intended as a membership service. Our acceptance of such advertisement does not constitute endorsement of the product or service by the AMOA and shall not be represented as such.